NIELSEN U.S. PANEL PRIVACY NOTICE SUMMARY

Nielsen is committed to protecting panelists' privacy and handling information in an open and transparent manner. This Summary and attached Privacy Notice describe how Nielsen collects and uses information from and about you and the other members of your household in connection with your participation in the Nielsen U.S. Panel.

Information Collection

We collect information relating to you and the other members of your household–including any children in your household–in a variety of ways, including:

- directly from you or another member of your household;
- via metering equipment and software installed on your TV(s) and/or device(s); and
- third-party sources of information; subject to confidentiality requirements, note that Nielsen may share your data with third party data providers, including Facebook, Google, and Roku in order to obtain information about the content you view on their platforms. **You have the ability to opt out at the end of this document.**

The majority of the information that we collect from and about you can be grouped into three general categories:

- "demographic data," such as your gender, age, occupation, and region or city of residence;
- "behavior data," such as when or how you do certain activities; and
- "preference data," such as which content you choose to listen to or watch.

We **DO NOT** request or collect "private information," such as your driver's license, information relating to your financial/bank accounts or credit cards, or account passwords.

Information Use

We generally use the information that we collect in order to perform market research and prepare reports and analyses for our clients. The reports and analyses that we deliver to our clients help them make informed decisions on various topics, such as where and how to advertise their products and services to consumers. When we prepare reports and share insights with our clients, we use tools and methods that are designed to ensure that there is no reasonable possibility of identifying you or any other member of your household.

We may also use your information where necessary in order to (among other things):

- communicate with you;
- operate and manage the Panel as well as our website(s) and IT systems;

- maintain and improve our equipment/software, products, and services;
- carry out our general business operations and corporate transactions;
- protect Nielsen, you, and/or others; and
- comply with our legal and regulatory obligations.

For full details about how we use the information that we collect or otherwise obtain from and about you, please review the "Information Use" section of the accompanying Privacy Notice.

We **WILL NOT** use your personal information to advertise, promote, market, or sell third-party goods or services directly to you or other members of your household; we do not allow our clients to do so either.

Information Sharing

In connection with the purposes describes in the accompanying Privacy Notice, we may share your information with certain parties, including:

- our third-party service providers;
- other companies, including our clients and strategic partners;
- relevant third parties as part of a corporate transaction;
- governmental and public authorities; and
- other third parties as necessary or appropriate for legal purposes.

We do not and will not sell your personal information to third parties for their own commercial use.

Your Choices and Rights

Your household's participation in the Panel is always voluntary. Your household can withdraw from the Panel at any time as described in your Panel Agreement.

As a privacy-conscious organization, we are committed to providing you with reasonable access to your personal information and the ability to review and update such information. Details on how you can access and update/correct your personal information and exercise your rights under applicable privacy laws can be found in the accompanying Privacy Notice.

Your Participation

We conduct research on the usage of many different media platforms, and you and the other members of your household can participate in different types of measurement.

You (and your household) may agree to be measured on:

- **TV**--by a Nielsen meter attached to or placed near a TV in your home and/or by a Nielsen device attached to your Internet router that logs information about events (like video streaming) on your home network;
- **Online**--by software installed on a single computer in your home that measures usage events (like video streaming or downloading) or by agreeing to Nielsen's receipt of information from third parties;
- **Mobile**--by software that measures online activity or app usage on a mobile device or by agreeing to Nielsen's receipt of information from third parties; and
- **Radio / Audio**--by a Nielsen device or software that can recognize audio content to which you are exposed.

The accompanying Privacy Notice describes the collection of information in connection with all of these types of measurement, but your activity will only be measured on the device(s) on which you and your household agree to be measured.

Depending on your household's level of participation in the Panel, information may be collected automatically, and automatic information collection may not always be obvious to you as it is happening.

The goal of the accompanying Privacy Notice is to explain in more detail what information is collected/obtained and how it is obtained, in connection with each of these types of measurement, as well as how we use, disclose, and protect the information collected/obtained.

We will only install our metering equipment or software or collect information from devices that you or another member of your household has authorized. We will not begin measuring an additional type of device without the prior knowledge and agreement of you or another member of your household.

You will also be asked to permit your cable and satellite service and or/streaming service providers to share information with Nielsen via the Service Provider Authorization document attached to this Privacy Notice (if applicable) and about Nielsen sending information to and receiving information from third parties who provide media and content online and via mobile apps and platforms in the Third Party Data section at the end of the Privacy Notice.

How to Contact Us

If you have any questions, comments, or concerns about the Privacy Notice that follows or our information-handling practices, please send an email to privacy.department@nielsen.com or write us at:

Attn: Legal Dept.

The Nielsen Company
85 Broad Street
New York, NY 10004

If you have any general panel-related questions or concerns, you can contact us at mobilepanelsupport@nielsen.com or write us at:

The Nielsen Company
501 Brooker Creek Blvd.
Oldsmar, FL 34677

NIELSEN PANEL PRIVACY NOTICE (U.S. PANEL MEMBERS)

Effective Date: January 2022

Thank you for agreeing to join our select group of panelists.

For decades, Nielsen has set the standard for global market and consumer insight research. Our insights help our clients (e.g., manufacturers, retailers, non-profit organizations, and government bodies) learn about what content consumers watch, listen to, or are otherwise exposed to, as well as their preferences and behaviors. By participating in our panel, you are supporting the creation of industry-standard statistics and influencing programming and advertising content on the media platforms where you agree to be measured.

The Nielsen Company (US), LLC and its affiliated companies and subsidiaries ("**Nielsen**," "**we**," or "**us**") take your privacy very seriously. We have created this Privacy Notice to help answer questions you may have about how we use, share, and protect the information that we collect from and about you in connection with your household's participation in the Nielsen U.S. Panel (the "**Panel**").

Please be sure each member of your household reads this Privacy Notice carefully.

By accepting the terms of this Privacy Notice, you are confirming that you are authorized to agree to this Privacy Notice on behalf of yourself and the other members of your household. References to "you" or "your" in this Privacy Notice refer to you and any other members of your household.

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A. Our Privacy Commitment

As a privacy-conscious organization, we protect the identities of all of our panelists and handle their information in compliance with applicable privacy laws. We collect and use **personal information** – information that alone or in combination with other information identifies you as an individual or can be reasonably linked to your identity – only as described in this Privacy Notice.

We will NOT use your personal information to advertise, promote, market, or sell third-party goods or services directly to you or other members of your household; we do not allow our clients to do so either.

B. Information Collection

As a potential or current participant in the Panel, we will collect or otherwise obtain information relating to you in a variety of ways. The majority of the information that we will collect from and about you can be grouped into three broad categories:

- *Demographic data* is statistical data about you and the other members of your household, such as your gender, age, occupation, and region or city where you reside.
- *Behavior data* is data about when or how you do certain activities (e.g., when and on what device you watch a TV program; when, where, and how frequently you use your computer, mobile device(s), or the Internet; or when you listen to the radio and whether you do so "in home" or "out of home").
- *Preference data* refers to which content you choose to listen to or watch (e.g., which television (TV) stations and programs you watch or which applications you use on your mobile device).

Additional details about the information that we may collect or obtain from or about you and the sources of such information can be found below.

Information provided or made available by you (or another member of your household)
During the recruitment and registration process, we will gather information about you and the other members of your household through the voluntary completion of our online recruitment questionnaire and other panel registration activities. The information

requested and collected by us is used to help determine your household's eligibility for participation in the Panel and may include your:

- name;
- home address;
- telephone number;
- email address; and
- demographic data (as described above).

Once your household has joined the Panel, we may, from time to time, ask you to participate in surveys, studies, or questionnaires and provide us with additional information (mainly behavior data and preference data) in order to help us better understand consumer behaviors and trends.

Some of the information that we request and collect, including in connection with certain surveys or studies, may be considered "special" or "sensitive" personal information (i.e., information relating to your racial or ethnic origin, political opinions, religious or other similar beliefs, philosophical beliefs, health or medical conditions, or sexual orientation). Where we collect such information, we will use it in the ways described in this Privacy Notice (e.g., to help us prepare reports on TV viewing among different demographic groups) or as described in a separate notice provided at the point where such information is requested from you, as well as in accordance with applicable law.

Information collected via our metering equipment and software

Once your household has joined the Panel, we may receive information from:

- our metering equipment when it is attached to or placed near the TV(s) in your home; and/or
- our software, when it is installed and/or enabled on: (i) the routers that we provide you/your household; or (ii) your TV, computer, mobile phone, or other electronic device(s) (collectively, "**Devices**");

Our metering equipment and software (collectively, the "**Technology**") work in different ways. Our traditional TV meters, for instance, can pick up information embedded in the TV audio, such as what time of day it is and the channel to which your TV is tuned.

For certain types of measurement, we use automatic content recognition (ACR) technology, which detects the signature pattern of sounds or video associated with media broadcasts, streaming audio or video, songs, programs, and advertisements. Where we rely on ACR technology, information about your access to content, including what the content is; when you view, listen to, or are otherwise exposed to it; and the Device you are using may be gathered by the Technology.

The Technology may track activity on your Devices whether you are offline or online.

Participation in mobile device measurement: If your household's participation in the Panel includes measurement of your mobile device(s), once you have downloaded the Technology, it will run in the background and transmit certain information to us automatically, including:

- information about your mobile device and network performance (e.g., unique device identifier, device model, operating system and version, and Internet Protocol (IP) address);
- details about the pieces of hardware and/or software connected to or installed on your mobile device;
- details about the applications you use and games you play on your mobile device (e.g., name and amount of time spent);
- details about your web browsing activity (e.g., the browser that you are using and the URLs of the websites that you visit);
- the file types of the materials that you transmit, receive, upload, or download on your mobile device; and
- the geolocation of your mobile device (as determined by GPS, Wi-Fi signals/connections, or other data depending on your mobile device), where enabled.

The Technology cannot read, save, or record any of the content of any of the emails, messages, or files that you access or are otherwise stored on your Device(s).

Information collected in connection with your use of the Website

As is true of most websites, when you visit and interact with any Nielsen website where this Privacy Notice is posted or linked (collectively, the "**Website**"), we may automatically collect certain information, including log usage data (e.g., when you view or click on content) and information from your device and network, such as your device's Internet Protocol (IP) address, device identifier and features, browser operating system and version, access date and time, and referring website address.

For information about cookies and other similar technologies that may be used in connection with your use of and interaction with the Website, please review the "Cookies and Other Similar Technologies" section below.

Note that if you send or direct a message to an individual on the Website or voluntarily post or upload information on certain, public-facing sections of the Website that are accessible to other visitors/users, those individuals will be able to access, read, and/or use such information, and we generally have no control over how they use such information. Please

keep this in mind when sharing any information (especially "special" or "sensitive" personal information) on the public-facing sections of the Website.

"Do Not Track" ("DNT") is a preference that you can set in your web browser to let the websites that you visit know that you do not want them collecting information about you. Please be aware that we do not respond to DNT or similar signals on the Website at this time.

Information obtained from other sources
After your household joins the Panel, we may collect or obtain additional information about you and your household from various sources. This may include information about what you buy and where or your exposure to advertising content. The sources of this information may include, for example:

- public sources (e.g., public databases, census records, etc.);
- the manufacturers and sellers of the products that you purchase or use;
- companies and retailers that offer "customer loyalty" programs (like those that offer rewards and points);
- organizations that collect online data;
- companies that combine purchase information; and
- other entities that have a legal right to provide information to us.

We may combine information that we collect (as described above) with information from these other sources. We will use the information only for the purposes described in this Privacy Notice. By participating in the Panel, you acknowledge that we may obtain information about you from sources such as those listed above and combine it with other information that we hold about you.

Information we do NOT collect
We do not request or collect "private information," which for purposes of this Privacy Notice, refers to government-issued identification documents (e.g., your driver's license), financial/bank account or credit card information, and account passwords.

Please note that in connection with your receipt of payments/incentives from us for your household's participation in the Panel, we may request your Social Security Number, which is used only for tax purposes.

C. Information Use
Once your household has joined the Panel, we use the information that we collect or otherwise obtain in order to create a variety of research insights for our clients. These insights, in turn, help our clients make informed decisions on various topics, such as where

and how to advertise their products and services to consumers. Among other things, our insights have helped our clients:

- understand which TV programs appeal to male or female viewers;
- understand the makeup of the audience that was shown an advertisement while surfing the Internet or interacting with social media;
- identify the types of electronic products consumers in different demographic groups would be likely to buy;
- determine the audience that would be more likely to respond to a particular advertisement online, on a mobile phone, or a tablet; and
- determine whether residents in a particular neighborhood would be likely to shop at a specialty store if it were nearby.

When we prepare reports and share insights with our clients, we use tools and methods that are designed to ensure that there is no reasonable possibility of identifying any single panelist. For example, if you participate in a survey, we may combine your responses with those of other survey respondents in order to produce reports with aggregated data from which you cannot be identified.

We also create reports based upon "modeled information" (data that we have developed based upon demographic information and details about consumer behavior, such as gender, age, and relevant habits, in order to predict what types of content or products/services would be of interest to people with similar or matching characteristics). This allows advertisers, for instance, to identify the likely audience for a marketing campaign.

We may also use the information that you provide in order to contact you. When we contact you – by phone, email, text message, or postal mail, depending on what contact information you have provided to us – we will usually do so in order to:

- respond to your inquiries and fulfill your requests;
- validate your responses;
- update our records in order to ensure that your information remains current;
- ensure that any meters and/or software installed in your home or on your Devices are working properly;
- send you information regarding your participation in the Panel, such as how to redeem your rewards;
- provide you with notice regarding changes to this Privacy Notice and other applicable terms, conditions, and policies; or
- provide you with other information that may be of interest to you, such as opportunities to participate in other Nielsen surveys or studies.

By providing us with your information and participating in the Panel, you agree that we may contact you for the purposes described above. You also agree that we may call you, and for efficiency and accuracy, use an automatic telephone dialing system or prerecorded voice messages to do so.

Where applicable, and with your consent, we may also send "push" notifications to your mobile device through our software while it is installed on your device. At any time, you can manage your push notification preferences or disable these notifications through the settings on your device. Please note, however, that disabling notifications may impact your household's participation in the Panel.

In addition to using your information for the purposes described above, we may use your information in order to:

- operate and manage the Panel (including surveys and studies that we administer);
- operate and manage the Website and customize or personalize your user experience and the content that we deliver to you when using the Website;
- operate and manage our IT and security systems, including to monitor such systems and identify and respond to security events;
- conduct audits (including audits conducted by third parties), data analyses, and other research for quality assurance and software, product, service, and business development/enhancement purposes;
- facilitate our day-to-day operations and financial management and any corporate audits or corporate transactions (e.g., a reorganization, merger, sale, joint venture, assignment, transfer, etc.);
- protect the rights, safety, property, or operations of you, us, or others;
- enforce our agreements; comply with applicable laws and regulations; and establish, exercise, and/or defend the legal rights of one or more Nielsen entities; and
- respond to requests, court orders, or other legal process/requests and communications from law enforcement authorities or other government officials.

If we combine de-identified or anonymized (i.e., non-personal) information with identifying information, we will treat the combined information as personal information for as long as it is combined.

Please note that because we are continually adapting our services to evolving consumer and media consumption patterns, we may use your information in ways that we have not developed yet, consistent with the purposes described in this Privacy Notice. However, we will not make material changes to our practices unless we have provided you with additional information and obtained your permission.

D. Information Sharing

In connection with one or more of the purposes outlined above, we may share your information with:

- other entities within the Nielsen group of companies;
- our third-party service providers, including providers of the following services (among others): website/application hosting, management, or support; data analysis and/or processing; data security and storage; data matching; panelist recruitment; payment/rewards processing or facilitation, and product development (subject to binding contractual obligations of confidentiality and security, and restrictions on the use of the information for any purpose other than carrying out the services that they are performing for us);
- other companies, including our clients and third-party strategic partners for use in connection with their performance of internal analytics (subject to appropriate restrictions on the use or further disclosure of any personal information shared);
- organizations and institutions engaged in historical, academic, or longitudinal research;
- relevant third parties as part of a corporate transaction, such as a reorganization, merger, sale, joint venture, assignment, transfer, or other disposition of all or any portion of our business, assets, or stock (including in connection with any bankruptcy or similar proceeding);
- competent governmental and public authorities, in each case to comply with legal or regulatory obligations or requests or for the purposes of reporting any actual or suspected breach of applicable law; and
- other third parties as we believe to be necessary (e.g., in order to protect the rights, property, operations, health, or safety of you, us, or others) or appropriate for legal purposes (e.g., in connection with claims, disputes, or litigation or in order to enforce our legal rights).

In addition to the categories of parties described above, we may also share your information with other parties that are disclosed to you at the point of collection, such as in a notice delivered to you prior to your participation in a specific survey or study.

We do not and will not sell your personal information to third parties for their own commercial use.

E. Your Choices And Rights

Participation in the Panel is always voluntary. If your household would like to end its participation in the Panel, please contact us at mobilepanelsupport@nielsen.com.

We are also committed to providing you with reasonable access to your personal information and the ability to review and update such information. If your household is currently participating in the Panel, you can access and update/correct the information in your profile here.

Additionally, depending on your U.S. state of residence, under applicable law you may have the right to:

- request access to or copies of the personal information that we hold about you; and
- request that we delete the personal information that we hold about you.

If you are interested in exercising one or more of the rights described above, you should fill out the form here. We will not discriminate against you if you choose to exercise any of the above-listed rights available to you under applicable law.

Because we want to avoid taking action regarding your personal information at the direction of someone other than you, only you or an "Authorized Agent" permitted to act on your behalf may submit a request. An "Authorized Agent" refers to a natural person or business entity that you have authorized to act on your behalf by providing your written permission. Please note that we may deny a request from an Authorized Agent if they do not submit proof that they have been authorized by you to act on your behalf.

Your request must:

- provide sufficient information that allows us to reasonably verify you are the person about whom we have collected personal information or the person/entity submitting the request is an Authorized Agent; and
- describe your request with sufficient detail that allows us to properly understand, evaluate, and respond to it.

We will not be able to respond to your request or provide you with personal information if we cannot verify your identity or the submitter's authority to make the request and confirm the personal information relates to you. To verify your identity, we will seek to match any personal information that you provide when you (or an Authorized Agent) submit your request to personal information that we already maintain. If we are unable to verify your identity based on the information that we maintain, we will let you know.

F. Children's Privacy

For our research, we collect information about every member of the households participating in the Panel, including any children in the household.

When we collect certain information online (e.g., information associated with streaming videos) directly from very young children (under the age of 13), the Children's Online Privacy Protection Act ("COPPA") applies, and we take special care.

In compliance with COPPA, we obtain verifiable parental consent prior to the collection of personal information online from a child in the household, and we enable parents and guardians to withdraw their consent and request that we delete from our records the personal information that we have collected relating to their child at any time. Please review the "Children's Privacy Notice" for additional information.

Please also note that the Website is not designed for or intentionally targeted at children under the age of 18, and we do not intend to collect personal information from anyone under the age of 18 via the Website. If we become aware that we have collected personal information from a child under the age of 18, we will take reasonable steps to delete it.

G. Cookies And Other Similar Technologies

Cookies are small files that store certain data on a device. We (or third parties that we engage) may use cookies and other similar technologies (e.g., pixel tags, web beacons, etc.) on certain pages of the Website in order to enable certain features and functionality and collect additional information that helps us improve the Website and our services. In particular, we (or third parties that engage) may use cookies (both session and persistent cookies) on certain pages of the Website and in HTML-formatted email messages delivered to you in order to, among other things, identify your browser or device, display information more effectively, help facilitate navigation of the Website, serve you with more tailored content, and gather statistical information about the usage of the Website. We (or third parties that we engage) may also use cookies for security purposes and to detect and defend against fraud and other risks in order to protect the Website's visitors.

On occasion, we may also use cookies to understand your exposure to certain online advertisements as you browse the Internet.

If you do not wish to have information collected from your device via cookies, most browsers allow you to control and decline the use of cookies through the browser settings. Please note, however, that if you decline the use of cookies or limit the ability of websites (including the Website) to set cookies, some features may not work properly.

By participating in the Panel, you consent to our use of cookies and other similar technologies as described above. We ask that you do not request an opt-out cookie or set your browser to reject Nielsen's cookies.

To learn more about cookies, please visit http://www.allaboutcookies.org/.

H. Third-party Websites

This Privacy Notice does not address, and we are not responsible for, the privacy, information handling, or other practices of any third parties, including any third party operating any website to which the Website links. The inclusion of a link on the Website does not imply endorsement of the linked website by us or by our affiliates. We recommend that you review the privacy notice of each website that you visit.

I. Information Security And Transfer

We use reasonable organizational, technical, and administrative measures that are designed to protect your information while under our control, regardless of where it is kept. While we endeavor to take all reasonable steps to protect your information, please be aware that we cannot guarantee the security of any information disclosed or transmitted online or stored in our systems. If you feel that the security of any information that we hold about you has been compromised, please contact us immediately in accordance with the "Contact Us" section below.

Our use and disclosure of information as described in this Privacy Notice may result in the transfer of your information to other countries or regions, including those where we have facilities or in which we engage service providers. By providing us with your information and participating in the Panel, you acknowledge and agree that your information may be transferred to countries outside of the United States.

J.Information Retention

We will retain your information in a form that permits identification only for as long as needed for the fulfillment of the purposes described in this Privacy Notice, unless applicable law or professional obligations require us to retain the information for a longer period of time.

K. Updates To This Privacy Notice

We may make changes to this Privacy Notice from time to time in light of, for example, changing business and information-handling practices, technology, or legal requirements. Please take a look at the "Effective Date" at the beginning of this Privacy Notice to see when it was last revised.

If your household is participating in the Panel and there are plans to make a material change to the way that we use your information (for example, a change to the way we use your information that might make you reconsider participating in the Panel), we will provide you and your household with notice and a copy of a revised version of this Privacy Notice at least 30 calendar days prior to the implementation of the change(s), thereby giving you and your household time to leave the Panel. Your household’s continued participation in the Panel after the effective date of any changes to this Privacy Notice will constitute your acceptance of all of the changes.

L. Contact Us

If you have any questions, comments, or concerns about this Privacy Notice or our information-handling practices, please send an email to privacy.department@nielsen.com or write us at:

Attn: Legal Dept.
The Nielsen Company
85 Broad Street
New York, NY 10004

If you have any general panel-related questions or concerns, please contact us at mobilepanelsupport@nielsen.com or write us at:

The Nielsen Company
501 Brooker Creek Blvd.
Oldsmar, FL 34677

This Privacy Notice replaces any other statement, whether written or oral, made to you about our practices with respect to the collection and use of personal information as part of your participation in the Panel.

Third Party Data

As additionally described in the Nielsen Panel Privacy Notice, we may work with other companies, such as Facebook, Google, and Roku, as well as those listed here, to obtain information about videos, advertisements, and other content that you viewed and/or were exposed to on their sites and platforms ("Third Parties"). This Third Party Consent is a part of the Nielsen Panel Privacy Notice.

In order to obtain such information from Third Parties, we may send each company certain data that identifies you (such as your name or email addresses) or your mobile device(s) (such as a device advertising identifier). You agree that Third Parties may (i) receive the personal information from Nielsen; (ii) associate this information across the different accounts you may have with such Third Party; and (iii) share information with Nielsen about the videos that have been watched and advertisements and other content that you viewed on their sites and platforms. Nielsen may join and store the information received by Nielsen from such Third Parties with your personal information as described in the Nielsen Panel Privacy Notice; and will only use information received from Third Parties for market research purposes in accordance with the Nielsen Panel Privacy Notice. Third Parties will not be allowed to advertise, promote, or market goods or services directly to you as a

result of your participation in this panel and must keep the information shared by Nielsen confidential.

Except as otherwise provided in this Third Party Consent, Third Parties will collect and process data in accordance with their privacy policies.

You will be able to opt out of third party data sharing after you complete and submit your registration form. Once registered, login to our panelist website and visit the Accounts section.

Signature

Christian David

Date

2025-07-05